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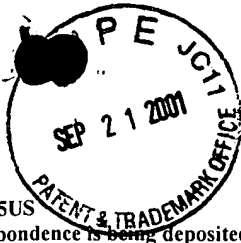
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as express mail in an envelope addressed to Assistant Commissioner for Patents, Washington D.C. 20231 on this date, September 21, 2001:

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OCT 25 2001

OFFICE OF PETITIONS

Technology Center 2100
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1167

#5 A
Patent A
Haym

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: L.L. Kusumoto, et al.

Examiner:

Title: System and Method for
Consumer-Selected
Advertising and Branding in
Interactive Media

Serial No.: 09/675,958

Filed: 9/29/00

Group Art Unit: 2161

Ref. No.: 13376.0001(B)

PRELIMINARY AMENDMENT

TO: Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Please enter the following amendment prior to examining the application.

In the Specification

After the title please add the following paragraph:

This application claims priority from provisional application No. 60/204,179, dated May

A1 15, 2000, now abandoned.